



**AEROSPACE PRODUCT LITERATURE CENTER AT
AUSTRALIAN INTERNATIONAL AIRSHOW 2005
March 15-20, 2005**



The U.S. Department of Commerce's Global Trade Programs, which now includes the former Office of Aerospace Market Development Division, is organizing an **Aerospace Products Literature Center (APLC)** at the Australian International Airshow 2005. The Australian International Airshow 2005 and the APLC will be held March 15-20, 2005, at Avalon Airport, Victoria. This show is a world class event and an essential one for promoting U.S. aerospace products and services, and the APLC program is an effective alternative to a full trade show exhibit at a fraction of the cost. Should you want to explore exhibiting directly at the show, please contact our certified U.S. Pavilion organizers at www.kallmanworldwide.com.

If you are new to the international aerospace market or an old pro, now is your chance to have access to all of these people in this crucial market.

- Australian Aerospace 2003 attracted over 470 exhibitors from more than 30 countries and over 40,000 industry trade visitors;
- The U.S. is the dominant supplier of aircraft and parts to Australia, and enjoys up to an 80% share of total imports in some segments of this market;
- U.S. suppliers can capitalize on the high regard and preference for U.S. aerospace equipment and service.

APLCs are a proven, cost effective method of identifying potential customers, making sales and testing overseas market.

For only \$600, the APLC serves your company by:

- Displaying your company literature on an accessible rack in an attractive booth, in the U.S. Pavilion;
- Collecting business cards from potential clients for trade lead follow up;
- Identifying and qualifying potential customers;
- Providing potential customers with your product sales literature;
- Including your company in our widely distributed ***APLC Directory of U.S. Firms***;
- Providing direct internet access for real time dialogues with participating APLC companies.

Let the U.S. Department of Commerce help you get the trade leads you need for this exciting market.

Deadline for U.S. companies to register for the APLC at the 2005 Australian Airshow is **Monday, January 24, 2005!**

Don't Delay!!! For more information, please fill in the box below and fax to Karen Dubin at 202/482-3113, call 202/482-3786, or e-mail: Karen_Dubin@ita.doc.gov.

Name: _____

Title: _____ Email: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

☐ Please keep me on your mailing list; these are my markets of interest _____

☐ I do not wish to receive future announcements. (Please email Karen_Dubin@ita.doc.gov to be removed from the list.)